

Message Text

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13

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 SSO-00 /014 W

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O R 140958Z MAY 74

FM AMEMBASSY VIENNA

TO SECSTATE WASHDC IMMEDIATE 2753

USDOC WASHDC IMMEDIATE

USIA WASHDC IMMEDIATE

INFO AMEMBASSY SOFIA

UNCLAS VIENNA 4278

BEWT FOR RICE

E.O. 11652: N/A

TAGS: BEXP, BU, AU

SUBJECT: U.S. PARTICIPATION PLOVDIV FAIR 1974 -
JOHN DEERE

REF: A. STATE 087949, B. VIENNA 3517

1. ON MAY 10, EWTC FOLLOWED UP WITH DEERE & CO. WHEN LATTER DID NOT COMMUNICATE WITH EWTC AS ANTICIPATED PARA 4 REF A. DR. HESS, JOHN DEERE, MANNHEIM, GERMANY, SAID HIS OFFICE UN-AWARE OF USDOC CONVERATION WITH DEERE MENTIONED REFTEL A. EWTC DIRECTOR INFORMED DR. HESS OF SUBSTANCE REFTEL QUOTING NEW PRICE OF U.S. \$4,900 FOR 112 SQUARE METERS. DR. HESS SAID HE EXPECTED DECISION RE PARTICIPATION WOULD BE MADE IN MANNHEIM WEEK OF MAY 13TH. HESS AGREED TO INFORM EWTC AS SOON AS PA IS SENT TO BEWT/RICE.

2. ON MAY 13, DR. FRANK OF JOHN DEERE MANNHEIM TELEHONED EWTC. HE MENTIONED DISCUSSION WITH ALEX HERTZBERG USDOC/BEWT ON MAY 10, AND SAID EWTC WILL GET FURTHER INSTRUCTIONS SHORTLY RE HOHN DEERE QUERIES AS TO COST OF U.S. GOVERNMENT SERVICES. THESE QUERIES HAD BEEN REFERRED TO WASHINGTON IN REF B. EWTC PROMISED TO RELAY INFORMATION TO JOHN DEERE IN MANNHEIM AS SOON AS RECEIVED AND DR. FRANK ASKED EWTC TO CALL BY MAY 13, IN ANY EVENT.

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3. DR. FRANK SAYS HOHN DEERE CO. WANTS TO PARTICIPATE AT PLOVDIV FAIR AND HOPES TO SEND IN SIGNED PA AND CHECK ON MAY 15, IF USDOC/BEWT RESPONSES ARE RECEIVED BY THEN. DR. FRANK STATED THAT DEERE & CO. STILL NEEDS 140 SQUARE METERS RATHER THAN 112 SQUARE METERS AT U.S. \$4,900 AS IN LATEST OFFER AND GAVE AS JUSTIFICATION FOR HIS REQUEST FOR LOWER PRICE THAT JOHN DEERE & CO. WOULD NOT HAVE CONSIDERED PARTICIPATION IN 1974 PLOVDIV FAIR EXCEPT FOR FACT USG HAS MADE SPECIAL REQUEST THAT JOHN DEERE DO SO. FRANK SAID DEERE & CO. CONSIDER COST OF FAIR PARTICIPATION VERY POOR INVESTMENT BECAUSE IT CANNOT DELIVER ITS PRODUCTS UNTIL 1976 AND SAID ITS DISPLAY WILL CONSIST OF MACHINERY BORROWED FROM DEERE & CO. BULGARIAN CUSTOMERS.

4. REQUEST IMMEDIATE INSTRUCTIONS AS TO HOW WE SHOULD REPLY.
HUMES

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 MAY 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974VIENNA04278
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740118-0100
From: VIENNA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740548/aaaabqhp.tel
Line Count: 77
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A. STATE 087949, B. VIENNA 3517
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 01 NOV 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 NOV 2002 by shawdg>; APPROVED <06 JAN 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: U.S. PARTICIPATION PLOVDIV FAIR 1974 - JOHN DEERE
TAGS: BEXP, BU, AU
To: STATE USIA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005